VOLUME XXIX, NUMBERS 1 TO 6 — 1951
INDEX OF AUTHORS AND ARTICLES

(*Number* and Page)

ABBOTT, CHARLES C., Thinking Ahead (Costs of Mobilization). 3 17
ABRAMS, FRANK W., Management's Responsibilities in a Complex World. 3 29
ANDREWS, KENNETH R., Executive Training by the Case Method. 5 58
——— Product Diversification and the Public Interest. 4 91
ASHLEY, PHILIP F., Small Business and Defense Contracts. 3 104
BACH, G. L., The Federal Reserve and the Treasury. 6 29
BAIN, SHERWOOD E., Annual Reports for Banks. 6 103
BARNARD, CHESTER I. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
BERNSTEIN, S. R., Good Taste in Advertising. 3 42
BOGART, LEO, Use of Opinion Research. 2 113
BROWN, THEODORE H., Quality Control. 6 69
BRUNDAGE, PERCIVAL F., Milestones on the Path of Accounting. 4 71
——— Roadblocks in the Path of Accounting. 5 110
BURSK, EDWARD C. (coauthor), Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs). 1 13
BUTTERS, J. KEITH (coauthor), Accelerated Amortization. 3 113
——— (coauthor), Tax Program for Sustained Mobilization. 1 119
——— (coauthor), Taxes and Mergers. 2 69
CANHAM, ERWIN D. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
CARSON, WALLER, JR., Looking Around (Review of Literature on Sales Management). 5 125
CHASTENET, JACQUES, The Schuman Plan. 2 60
CLOSE, JAMES A., Investment Companies: Closed-End versus Open-End. 3 79
COPELAND, MELVIN T., The Federal Trade Commission Indicts Itself. 5 25
CURLEY, JOHN RICHARD, A Tool for Management Control. 2 45
DALE, ERNEST, Looking Around (Factual Approach to Wage Determination). 6 133
DANIELS, ALFRED H., Fashion Merchandising. 3 51
DAVENPORT, RUSSELL W. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
DEAN, JOEL, How Much to Spend on Advertising. 1 65
DRUCKER, PETER F. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
——— Population Trends and Management Policy. 3 73
EWING, DAVID W., Accelerating Aircraft Production during World War II: A Digest. 2 104
——— Thinking Ahead (The Automatic Factory). 6 15
FELLNER, WILLIAM (coauthor), Tax Program for Sustained Mobilization. 1 119
FOLTS, FRANKLIN E., Thinking Ahead (Organizing Production Personnel). 5 17
FOSTER, F. L., JR., Looking Around (Review of Literature in the Field of Marketing). 1 127
FOX, HARLAND, Utilization of Older Manpower. 6 40
FUGAL, G. ROY, Reducing Industrial Accidents. 4 82
GALANTIERE, LEWIS (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
GILMORE, FRANK F., Thinking Ahead (Plant Location). 2 15
HANSEN, HARRY L. (coauthor), The Champion Case: What is Competition? 3 89
HARRIS, SEYMOUR E., Major Economic Problems of Mobilization. 2 29
HASLAM, REUBEN S. (coauthor), Threat of the Walsh-Healey Act. 1 86
HELLER, WALTER W., The Anatomy of Investment Decisions. 2 95
HOFFMAN, PAUL G. (moderator), Basic Elements of a Free, Dynamic Society — Part I. 6 55
HUNT, PEARSON (coauthor), Accelerated Amortization. 3 113
JANEWAY, ELIOT, American Security: Lowest Common Denominator. 4 115
——— Balancing America's Metal Requirements. 6 92
——— The Drive and Direction of Mobilization. 5 99
JENNINGS, ELIZABETH AND FRANCIS, Making Human Relations Work. 1 29
KLARMAN, HERBERT E., The Economics of Hospital Service. 5 71
LEARNED, EDMUND P. (coauthor), Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs). 1 13
——— Thinking Ahead (Trends in Administration). 4 127
LEWIS, HOWARD T., Evaluation of Forward Buying. 2 37
LINTNER, JOHN (coauthor), Tax Program for Sustained Mobilization. 1 119
——— (coauthor), Taxes and Mergers. 2 69
——— (coauthor), Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs). 1 13
LOVETT, ROBERT W., Looking Around (Business Records). 2 127
MARSHALL, MARTIN V., Looking Around (Review of Literature on Advertising). 4 17
MAYER, EDWARD N., JR., Direct Mail Advertising. 4 37
MILLER, RAYMOND W., Our Economic Policy in Asia. 4 52
MODLEY, RUDOLF (coauthor), Threat of the Walsh-Healey Act. 1 86
MORTON, FREDERICK S., Looking Around (Review of Literature on Financial Institutions). 3 127
MCNAIR, MALCOLM P. (coauthor), Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs). 1 13
OSBORN, RICHARDS C., Efficiency and Profitability in Relation to Size. 2 82
PATTON, ARCH, Current Practices in Executive Compensation. 1 56
——— Incentive Compensation for Executives. 5 35
REDFIELD, JAMES W., Elements of Forecasting. 6 81
REDLICH, FRITZ, author of foreword, Young Businessmen and Germany's Future, by Josef Winschuh. 3 35
REILLY, GERARD D. (coauthor), Threat of the Walsh-Healey Act. 1 86
ROETHLISBERGER, F. J., Training Supervisors in Human Relations. 5 47
RONKEN, HARRIET O., Communication in the Work Group. 4 108
ROSE, STANLEY D., Your Right to Lower Your Prices. 5 90
SCHLAIFER, ROBERT (coauthor), Accelerated Amortization. 3 113
SELEKMAN, BENJAMIN M. AND SYLVIA K., An Economics for Administrators. 6 112
SIMONDS, ROLLIN H., Estimating Industrial Accident Costs. 1 107
SMITH, DAN THROOP (coauthor), Tax Program for Sustained Mobilization. 1 119
SMITH, MARCELL N. (coauthor), The Champion Case: What is Competition? 3 89
SMITHIES, ARTHUR (coauthor), Tax Program for Sustained Mobilization. 1 119
SPEAGLE, RICHARD E., Bank Stocks at a Discount. 1 99
STEVENSON, WILLIAM H., Economic Education for Employees. 1 75
STODDARD, WM. LEAVITT, Public Education for Labor Skills. 3 61
SURREY, STANLEY S. (coauthor), Tax Program for Sustained Mobilization. 1 119
TANNENBAUM, FRANK (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
TOWL, ANDREW R., Patterns of Executive Compensation. 4 25
WHEELER, WALTER H., JR. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
WINSCHUH, JOSEF, Young Businessmen and Germany's Future. 3 35

VOLUME XXIX, NUMBERS 1 TO 6 — 1951
INDEX OF AUTHORS AND ARTICLES

(*Number* and Page)

ABBOTT, CHARLES C., Thinking Ahead (Costs of Mobilization). 3 17
ABRAMS, FRANK W., Management's Responsibilities in a Complex World. 3 29
ANDREWS, KENNETH R., Executive Training by the Case Method. 5 58
——— Product Diversification and the Public Interest. 4 91
ASHLEY, PHILIP F., Small Business and Defense Contracts. 3 104
BACH, G. L., The Federal Reserve and the Treasury. 6 29
BAIN, SHERWOOD E., Annual Reports for Banks. 6 103
BARNARD, CHESTER I. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
BERNSTEIN, S. R., Good Taste in Advertising. 3 42
BOGART, LEO, Use of Opinion Research. 2 113
BROWN, THEODORE H., Quality Control. 6 69
BRUNDAGE, PERCIVAL F., Milestones on the Path of Accounting. 4 71
——— Roadblocks in the Path of Accounting. 5 110
BURSK, EDWARD C. (coauthor), Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs). 1 13
BUTTERS, J. KEITH (coauthor), Accelerated Amortization. 3 113
——— (coauthor), Tax Program for Sustained Mobilization. 1 119
——— (coauthor), Taxes and Mergers. 2 69
CANHAM, ERWIN D. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
CARSON, WALLER, JR., Looking Around (Review of Literature on Sales Management). 5 125
CHASTENET, JACQUES, The Schuman Plan. 2 60
CLOSE, JAMES A., Investment Companies: Closed-End versus Open-End. 3 79
COPELAND, MELVIN T., The Federal Trade Commission Indicts Itself. 5 25
CURLEY, JOHN RICHARD, A Tool for Management Control. 2 45
DALE, ERNEST, Looking Around (Factual Approach to Wage Determination). 6 133
DANIELS, ALFRED H., Fashion Merchandising. 3 51
DAVENPORT, RUSSELL W. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
DEAN, JOEL, How Much to Spend on Advertising. 1 65
DRUCKER, PETER F. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
——— Population Trends and Management Policy. 3 73
EWING, DAVID W., Accelerating Aircraft Production during World War II: A Digest. 2 104
——— Thinking Ahead (The Automatic Factory). 6 15
FELLNER, WILLIAM (coauthor), Tax Program for Sustained Mobilization. 1 119
FOLTS, FRANKLIN E., Thinking Ahead (Organizing Production Personnel). 5 17
FOSTER, F. L., JR., Looking Around (Review of Literature in the Field of Marketing). 1 127
FOX, HARLAND, Utilization of Older Manpower. 6 40
FUGAL, G. ROY, Reducing Industrial Accidents. 4 82
GALANTIERE, LEWIS (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
GILMORE, FRANK F., Thinking Ahead (Plant Location). 2 15
HANSEN, HARRY L. (coauthor), The Champion Case: What is Competition? 3 89
HARRIS, SEYMOUR E., Major Economic Problems of Mobilization. 2 29
HASLAM, REUBEN S. (coauthor), Threat of the Walsh-Healey Act. 1 86
HELLER, WALTER W., The Anatomy of Investment Decisions. 2 95
HOFFMAN, PAUL G. (moderator), Basic Elements of a Free, Dynamic Society — Part I. 6 55
HUNT, PEARSON (coauthor), Accelerated Amortization. 3 113
JANEWAY, ELIOT, American Security: Lowest Common Denominator. 4 115
——— Balancing America's Metal Requirements. 6 92
——— The Drive and Direction of Mobilization. 5 99
JENNINGS, ELIZABETH AND FRANCIS, Making Human Relations Work. 1 29
KLARMAN, HERBERT E., The Economics of Hospital Service. 5 71
LEARNED, EDMUND P. (coauthor), Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs). 1 13
——— Thinking Ahead (Trends in Administration). 4 127
LEWIS, HOWARD T., Evaluation of Forward Buying. 2 37
LINTNER, JOHN (coauthor), Tax Program for Sustained Mobilization. 1 119
——— (coauthor), Taxes and Mergers. 2 69
——— (coauthor), Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs). 1 13
LOVETT, ROBERT W., Looking Around (Business Records). 2 127
MARSHALL, MARTIN V., Looking Around (Review of Literature on Advertising). 4 17
MAYER, EDWARD N., JR., Direct Mail Advertising. 4 37
MILLER, RAYMOND W., Our Economic Policy in Asia. 4 52
MODLEY, RUDOLF (coauthor), Threat of the Walsh-Healey Act. 1 86
MORTON, FREDERICK S., Looking Around (Review of Literature on Financial Institutions). 3 127
MCNAIR, MALCOLM P. (coauthor), Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs). 1 13
OSBORN, RICHARDS C., Efficiency and Profitability in Relation to Size. 2 82
PATTON, ARCH, Current Practices in Executive Compensation. 1 56
——— Incentive Compensation for Executives. 5 35
REDFIELD, JAMES W., Elements of Forecasting. 6 81
REDLICH, FRITZ, author of foreword, Young Businessmen and Germany's Future, by Josef Winschuh. 3 35
REILLY, GERARD D. (coauthor), Threat of the Walsh-Healey Act. 1 86
ROETHLISBERGER, F. J., Training Supervisors in Human Relations. 5 47
RONKEN, HARRIET O., Communication in the Work Group. 4 108
ROSE, STANLEY D., Your Right to Lower Your Prices. 5 90
SCHLAIFER, ROBERT (coauthor), Accelerated Amortization. 3 113
SELEKMAN, BENJAMIN M. AND SYLVIA K., An Economics for Administrators. 6 112
SIMONDS, ROLLIN H., Estimating Industrial Accident Costs. 1 107
SMITH, DAN THROOP (coauthor), Tax Program for Sustained Mobilization. 1 119
SMITH, MARCELL N. (coauthor), The Champion Case: What is Competition? 3 89
SMITHIES, ARTHUR (coauthor), Tax Program for Sustained Mobilization. 1 119
SPEAGLE, RICHARD E., Bank Stocks at a Discount. 1 99
STEVENSON, WILLIAM H., Economic Education for Employees. 1 75
STODDARD, WM. LEAVITT, Public Education for Labor Skills. 3 61
SURREY, STANLEY S. (coauthor), Tax Program for Sustained Mobilization. 1 119
TANNENBAUM, FRANK (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
TOWL, ANDREW R., Patterns of Executive Compensation. 4 25
WHEELER, WALTER H., JR. (coauthor), Basic Elements of a Free, Dynamic Society — Part I. 6 55
WINSCHUH, JOSEF, Young Businessmen and Germany's Future. 3 35

CLASSIFIED LIST OF ARTICLES

(*Number* and Page)

Accounting

Milestones on the Path of Accounting, by Percival F. Brundage. 4 71
Roadblocks in the Path of Accounting, by Percival F. Brundage. 5 110

Administration

Economics for Administrators, An, by Benjamin M. and Sylvia K. Selekman. 6 112
Economics of Hospital Service, The, by Herbert E. Klarman. 5 71
Executive Training by the Case Method, by Kenneth R. Andrews. 5 58
Thinking Ahead (Plant Location), by Frank F. Gilmore. 2 15
Thinking Ahead (Trends in Administration), by Edmund P. Learned. 4 127
Tool for Management Control, A, by John Richard Curley. 2 45

Advertising

Direct Mail Advertising, by Edward N. Mayer, Jr. 4 37
Good Taste in Advertising, by S. R. Bernstein. 3 42
How Much to Spend on Advertising, by Joel Dean 1 65
Looking Around (Advertising), by Martin V. Marshall. 4 17

Book Reviews

Looking Around (Advertising), by Martin V. Marshall. 4 17
Looking Around (Business Records), by Robert W. Lovett. 2 127
Looking Around (Financial Institutions), by Frederick S. Morton. 3 127
Looking Around (Marketing), by F. L. Foster, Jr. 1 127
Looking Around (Sales Management), by Waller Carson, Jr. 5 125
Looking Around (Wage Determination), by Ernest Dale. 6 133

Capitalism and the Profit Motive

Basic Elements of a Free, Dynamic Society — Part I, by Paul G. Hoffman, Moderator. 6 55
Management's Responsibilities in a Complex World, by Frank W. Abrams. 3 29
Young Businessmen and Germany's Future, by Josef Winschuh. 3 35

Competition and Big Business

Champion Case, The: What is Competition? by Harry L. Hansen and Marcell N. Smith. 3 89
Efficiency and Profitability in Relation to Size, by Richards C. Osborn. 2 82
Federal Trade Commission Indicts Itself, The, by Melvin T. Copeland. 5 25
Product Diversification and the Public Interest, by Kenneth R. Andrews. 4 91
Taxes and Mergers, by J. Keith Butters and John Lintner. 2 69

Economic Conditions and Forecasting

Elements of Forecasting, by James W. Redfield. 6 81
Population Trends and Management Policy, by Peter F. Drucker. 3 73

Executive Compensation

Current Practices in Executive Compensation, by Arch Patton. 1 56
Incentive Compensation for Executives, by Arch Patton. 5 35
Patterns of Executive Compensation, by Andrew R. Towl. 4 25

Finance and Investment Management

Anatomy of Investment Decisions, The, by Walter W. Heller. 2 95
Investment Companies: Closed-End versus Open-End, by James A. Close. 3 79
Looking Around (Financial Institutions), by Frederick S. Morton. 3 127

International Relations

Our Economic Policy in Asia, by Raymond W. Miller. 4 52
Schuman Plan, The, by Jacques Chastenet. 2 60

Labor-Management Relations

Looking Around (Wage Determination), by Ernest Dale. 6 133
Threat of the Walsh-Healey Act, by Gerard D. Reilly, Reuben S. Haslam, and Rudolf Modley. 1 86

Industrial Mobilization

Accelerated Amortization, by Robert Schlaifer, J. Keith Butters, and Pearson Hunt. 3 113
Accelerating Aircraft Production during World War II: A Digest, by David W. Ewing. 2 104
American Security: Lowest Common Denominator, by Eliot Janeway. 4 115
Balancing America's Metal Requirements, by Eliot Janeway. 6 92
Drive and Direction of Mobilization, The, by Eliot Janeway. 5 99
Major Economic Problems of Mobilization, by Seymour E. Harris. 2 29
Small Business and Defense Contracts, by Philip F. Ashler. 3 104
Tax Program for Sustained Mobilization, by J. Keith Butters, William Fellner, John Lintner, Dan Throop Smith, Arthur Smithies and Stanley S. Surrey. 1 119
Thinking Ahead (Costs of Mobilization), by Charles C. Abbott. 3 17
Thinking Ahead (Our Economic Capacity to Meet Mobilization Needs), by Edmund P. Learned, Malcolm P. McNair, John Lintner, and Edward C. Bursk. 1 13

Marketing

Fashion Merchandising, by Alfred H. Daniels. 3 51
Looking Around (Marketing), by F. L. Foster, Jr. 1 127
Looking Around (Sales Management), by Waller Carson, Jr. 5 125
Your Right to Lower Your Prices, by Stanley D. Rose. 5 90

Money and Banking

Annual Reports for Banks, by Sherwood E. Bain. 6 103
Bank Stocks at a Discount, by Richard E. Speagle. 1 99
Federal Reserve and the Treasury, The, by G. L. Bach. 6 29

Personnel

Communication in the Work Group, by Harriet O. Ronken. 4 108
Economic Education for Employees, by William H. Stevenson. 1 75
Making Human Relations Work, by Elizabeth and Francis Jennings. 1 29
Public Education for Labor Skills, by Wm. Leavitt Stoddard. 3 61
Thinking Ahead (Organizing Production Personnel), by Franklin E. Folts. 5 17
Training Supervisors in Human Relations, by Fritz J. Roethlisberger. 5 47
Utilization of Older Manpower, by Harland Fox. 6 40

Production

Accelerating Aircraft Production during World War II: A Digest, by David W. Ewing. 2 104
Estimating Industrial Accident Costs, by Rollin H. Simonds. 1 107
Evaluation of Forward Buying, by Howard T. Lewis. 2 37
Quality Control, by Theodore H. Brown. 6 69
Reducing Industrial Accidents, by G. Roy Fugal. 4 82
Thinking Ahead (The Automatic Factory), by David W. Ewing. 6 15

Public Relations

Management's Responsibilities in a Complex World, by Frank W. Abrams. 3 29
Use of Opinion Research, by Leo Bogart. 2 113